

56TH ANNUAL
DIXIE NATIONAL
LIVESTOCK SHOW
AND RODEO

JANUARY 22 – FEBRUARY 21, 2021



DIXIENATIONAL.ORG

WELCOME TO THE 2021 DIXIE NATIONAL LIVESTOCK SHOW & RODEO



Welcome to the 56th Annual Dixie National Livestock Show and Rodeo! Each February, cowboys, cowgirls, 4-H and FFA members, rodeo queens and spectators travel from around the world to the Mississippi State Fairgrounds to experience the largest rodeo east of the Mississippi River.

The Dixie National Livestock Show and Rodeo is a “Genuine Mississippi” event that generates millions of dollars for Mississippi’s economy each year. From the agricultural exposition and livestock shows to the renowned rodeo entertainment, this event continues to flourish as a tradition treasured by so many.

The Dixie National Junior Round-Up and Open Livestock shows are the heartbeat of the Dixie National and provide Mississippi’s youth and open show exhibitors the opportunity to compete on one of the biggest agricultural stages in the country. Last year, the Junior Livestock shows alone included more than 1,600 4-H and FFA members and more than 2,200 head of livestock. The pinnacle of the junior livestock show circuit in Mississippi is the annual Dixie National Junior Sale of Champions. Proceeds from this sale generated over \$400,000 for our youth with champion animals and this helped to fund 37 scholarships for Mississippi youth in the amount of \$58,500.

This year will be different as we will not be joined by long-time professional rodeo clown, Lecile Harris, who passed away after completing the last performance of the 2020 Dixie National. Lecile was a staple of the Dixie National for more than 40 years and will be honored during a portion of the Rodeo performance. We will forever remember the joy he brought us with his humor and easygoing candor.

We are truly grateful to our loyal sponsors who give us the support to provide first-rate entertainment and professional rodeo talent every year. It is inspiring to see how this event has grown over the years into the finest and largest rodeo east of the Mississippi River, and we are proud to continue that tradition this year. Again, welcome and enjoy being a part of the “Greatest Show on Dirt!”

Andy Gipson
Commissioner of Agriculture and Commerce

DixieNational.org @dixienationalrodeo
 Dixie National Rodeo @dixie_rodeo

COVID-19 AND THE DIXIE NATIONAL RODEO

The CDC advises that people of any age who have serious underlying medical conditions may be at higher risk for severe illness from Coronavirus. Guests should evaluate their own risk in determining whether to attend. By coming to the Rodeo, you acknowledge and agree that you assume these inherent risks associated with attendance.

MASKS MAY BE REQUIRED DEPENDING ON CURRENT EXECUTIVE ORDER.

Please practice social distancing, take advantage of our sanitization stations, and be respectful in lines and with our vendors as we utilize sanitizing and safety protocols. All participants are strongly encouraged to bring a mask with them to the Rodeo in case they are not able to socially distance. Masks will be available in adult and children’s sizes at the entrance.

To learn more about COVID-19 updates, visit DixieNational.org



GENERAL RODEO INFORMATION

Thursday, February 11..... 7 p.m.
 Friday, February 12..... 7 p.m.
 Saturday, February 13.....2 p.m. & 7 p.m.
 Sunday, February 14 3 p.m.
 Monday, February 15 7 p.m.
 Tuesday, February 16..... 7 p.m.
 Wednesday, February 17 7 p.m.

The concert begins immediately following each Rodeo performance.

TICKET PRICES

\$20, \$25, \$30, \$35
(fees not included)

Tickets can be purchased at the Coliseum Ticket Office or online at Ticketmaster.com. Buy tickets in advance for best deal. Additional fees may apply for day of show.

1st Annual Dixie National Expo and Antique Tractor Show

February 11-14

New Trade Mart – Hall A

Thursday 10 a.m. – 6 p.m.

Friday: 10 a.m. – 6 p.m.

Saturday: 9 a.m. – 1 p.m. and
4 p.m. 6 p.m.

Sunday: 9 a.m. – 2 p.m.

Dixie National Afterparty

February 12 & 13

New Trade Mart – Hall C

Friday: 10 p.m.

Saturday: 10 p.m.

\$20 for under 21. \$15 for over 21.

2021 RODEO SPONSORS



- | | |
|-----------------------------|--------------------------------------|
| Boots and More | Mississippi Land Bank |
| Carter and Sons | Mississippi Veteran's Administration |
| Cavender's | Pink Possum |
| College Savings Mississippi | RC Lawn Care |
| Community Bank | Rick's Pro Truck |
| Dark Horse Equine | Runnels Center |
| First South Farm Credit | Sequel |
| Guest for Congress | Shivers Electric |
| Honestly Beef | The Range |
| Kinkade's Fine Clothing | Two Gun Tactical |
| Kroger | Val's Grocery |
| Mac Haik | Watkins Construction and Roofing |
| Merry Heart | Wier Boerner |
| Miskelly's | |

Special Thank You

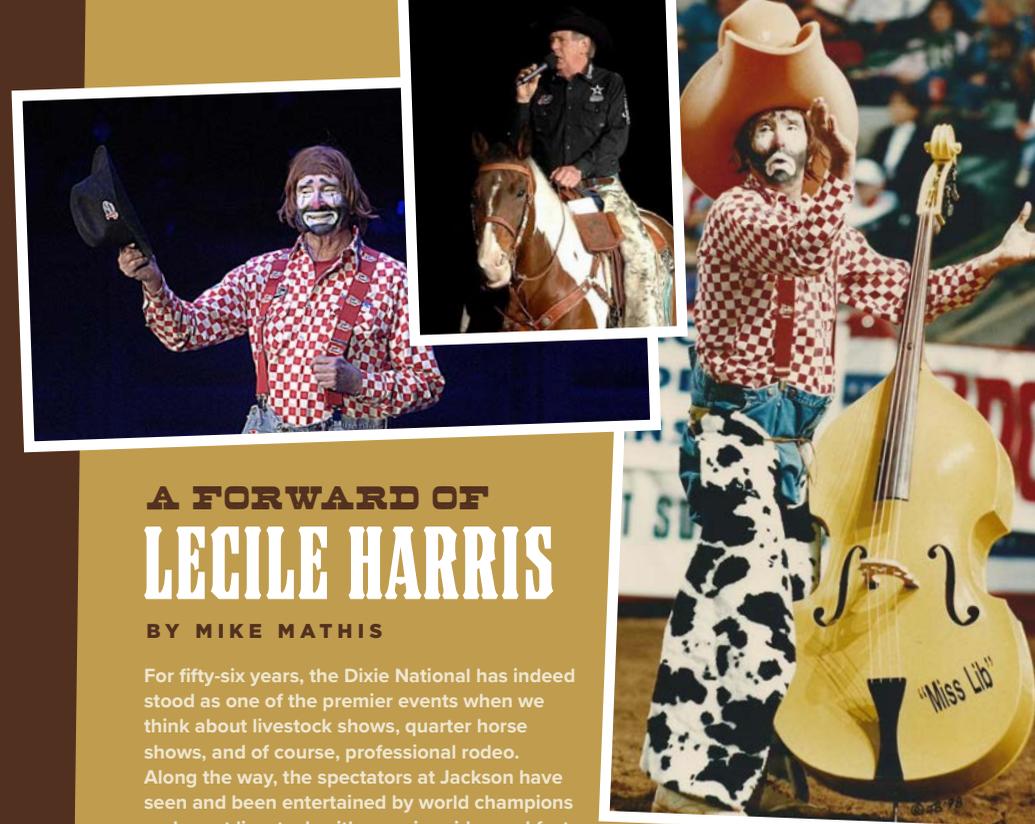
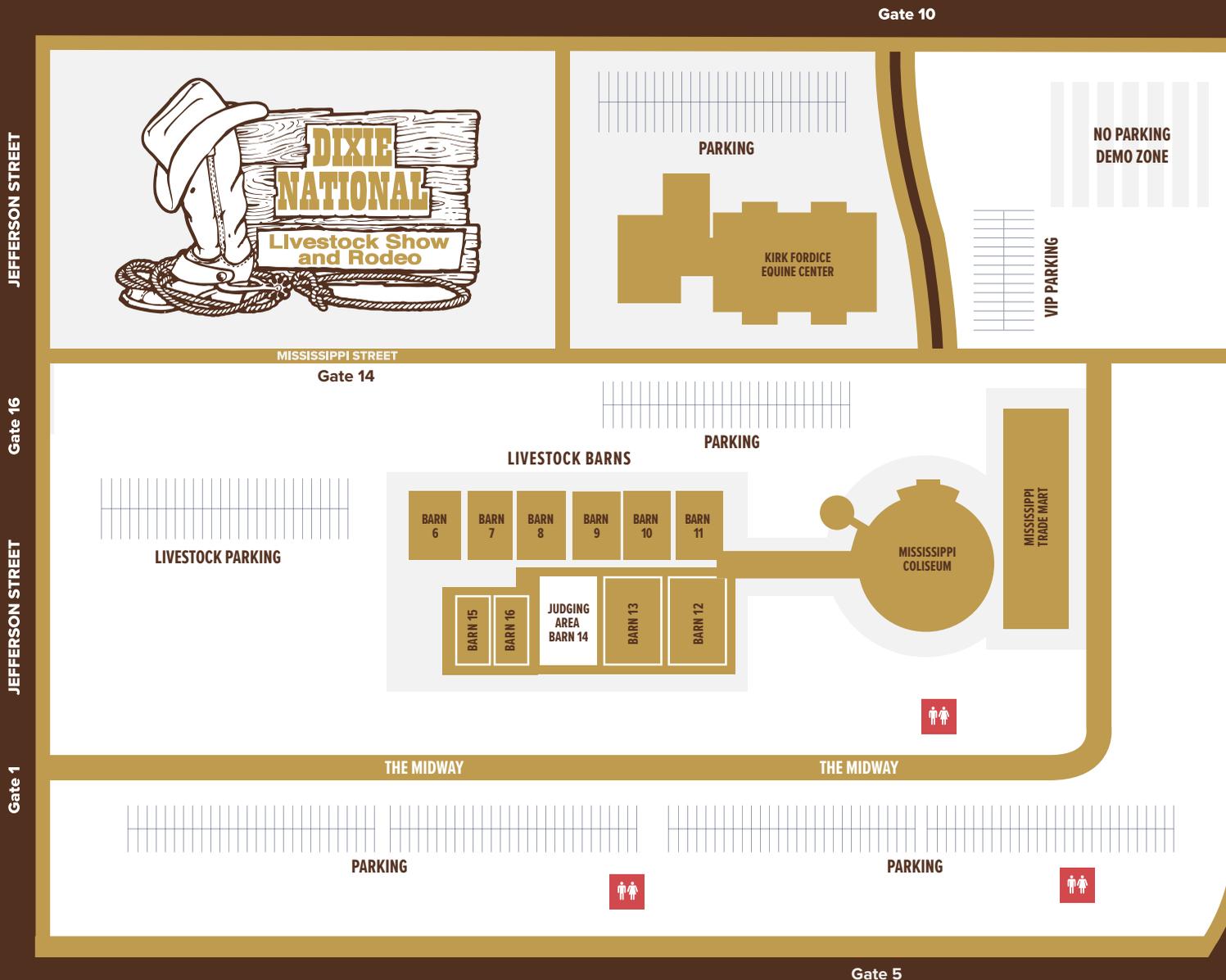


Thank you to Harper and Morgan Rodeo for supporting the Dixie National Rodeo for over 40 years. With your continued support, the “Greatest Show on Dirt” has become a longstanding tradition for families across the region.



Thank you to Robby Freeman for capturing the treasured moments of the Dixie National and providing the quality photos found throughout this guide.

YOUR 2021 RODEO MAP



A FORWARD OF LECILE HARRIS

BY MIKE MATHIS

For fifty-six years, the Dixie National has indeed stood as one of the premier events when we think about livestock shows, quarter horse shows, and of course, professional rodeo. Along the way, the spectators at Jackson have seen and been entertained by world champions and great livestock with amazing rides and fast times. To go along with that, there has been one icon bigger than any country star or bucking horse that has been a mainstay at the Dixie National, and we talk about Lecile Harris who made this his unofficial home for more than forty years.

Unfortunately, this year as the curtain opens for the Dixie National, Lecile will not be with us. In reality, however, Lecile will always be here and part of the Dixie National.

Lecile Harris was an amazing man. He was a bullfighter, an entertainer, and a man who helped invent another category of rodeo performer, that of the rodeo entertainer.

The day they put microphones on rodeo clowns added a whole new dimension to Lecile Harris. He was a guy who like other bullfighters in the early days was expected to have a skit, something to take a break between events, and Lecile brought that to new heights. When he could add voice to go with his pantomime, the intrinsic comedic ability, it built and developed a whole new category of rodeo performers. There was only one Lecile, one guy with the ability to reach for that crowd to make them a part of what he was doing and when he was doing it. He would have that one line or that one word or sometimes several to let everyone simply enjoy the evening.

Lecile was indeed special. There is no one that can or will replace him. He was looked at by the rest of the world of rodeo as a supreme entertainer. The teacher, the mentor, the leader. From my standpoint of thirty-plus years of being involved in rodeo and working with Lecile, he was my friend, my mentor, and we had so many great times together in and out of the arena.

When people talk about their favorite rodeo, there is no doubt where Lecile's would come up and that is Jackson, MS. It is somewhat fitting that his final curtain call would be the last performance of the 2020 Dixie National. Although he will not be in the arena this year for us to see and enjoy, he will be in the arena in spirit and there for us to remember all the great laughs that he brought.

We dedicate this year's rodeo to Lecile Harris. What he taught us, what he gave us, and most of all, the traditions he left us.

Please sit back and enjoy knowing that Lecile is still there for you to enjoy the "Greatest Show on Dirt."

Gate 7

Gate 6

2021 SCHEDULE OF EVENTS

DAILY SHOWS AND TIMES

2021 DIXIE NATIONAL LIVESTOCK SHOW

Friday, January 22nd

8:00 a.m.
Dixie National Color Bonanza and Mule Show – Equine Center

Saturday, January 23rd

8:00 a.m.
Dixie National Color Bonanza and Mule Show – Equine Center

Sunday, January 24th

8:00 a.m.
Dixie National Color Bonanza and Mule Show – Equine Center

The Color Bonanza consists of Palomino, Pinto, Ranch Horse, Open and Mules.

Saturday, January 30th

8:00 a.m.
Fired Up Team Roping – Equine Center

Sunday, January 31st

8:00 a.m.
Fired Up Team Roping – Equine Center

FRIDAY, FEBRUARY 5TH

8:00 a.m. Dairy Cattle Show (Showmanship, FFA Dairy Cattle Handlers Class, Commercial Dairy Heifers, Commercial Dairy Cows, Purebreds) – Judging Arena/Barn 14

9:00 a.m. Swine Showmanship – Swine Arena/Barn 6
15 min after Swine Showmanship Commercial Gilt Show – Swine Arena/Barn 6

SATURDAY, FEBRUARY 6TH

8:00 a.m. Paint Horse Show – Equine Center

8:00 a.m. MS Bred Barrow Show and Market Hog Show – Swine Arena/Barn 6

SUNDAY, FEBRUARY 7TH

8:00 a.m. Paint Horse Show – Equine Center

12:00 p.m. Market Steer Show – Coliseum

4:00 p.m. Sheep Lead Class – Swine Arena/Barn 6



MONDAY, FEBRUARY 8TH

7:30 a.m. Angus Showmanship – Coliseum

8:00 a.m. Beef Showmanship – Coliseum

8:00 a.m. Lamb Showmanship – Judging Arena/Barn 14
15 min after Lamb Showmanship Wether Dam Show, Market Lamb & Market Hair Sheep Shows – Judging Arena/Barn 14

2:30 p.m. Commercial Beef Heifer Show – Coliseum

3:00 p.m. Goat Showmanship – Judging Arena/Barn 14

6:00 p.m. Legislative Livestock Showdown – Coliseum

TUESDAY, FEBRUARY 9TH

8:00 a.m. Beef Breeding Show – Coliseum

8:00 a.m. Commercial Meat Goat Doe Show – Judging Arena/Barn 14
15 min after CMGD Show Market Goat Show – Judging Arena/Barn 14

9:00 a.m. Equestrians with Disabilities Horse Show – Equine Center

WEDNESDAY, FEBRUARY 10TH

8:00 a.m. Dairy Goat Show – Judging Arena/Barn 14

9:00 a.m. Equestrians with Disabilities Horse Show – Equine Center

2:00 p.m. Rodeo Slack – Coliseum

2021 SCHEDULE OF EVENTS

DAILY SHOWS AND TIMES

THURSDAY, FEBRUARY 11TH

- 11:30 a.m. Sale of Champions – Trade Mart
 10:00 a.m. – 6:00 p.m. Dixie National Expo and Antique Tractor Show – Trade Mart
 7:00 p.m. Dixie National Rodeo – Coliseum
 with performance by The Oak Ridge Boys Elvira40

SPECIAL EVENTS

Dixie National Expo and Antique Tractor Show
February 12-13

New Trade Mart – Hall C

Join us after the rodeo to do a little boot-scootin'. Enjoy performances by The Mustache Band and US.

1st Annual Dixie National Expo
February 11-14

New Trade Mart – Hall A

Before coming to the rodeo, shop our many vendor booths and the Genuine MS® store.



FRIDAY, FEBRUARY 12TH

- 9:00 a.m. Rodeo Slack Barrel Racing – Coliseum
 10:00 a.m. – 6:00 p.m. Dixie National Expo and Antique Tractor Show– Trade Mart
 5:00 p.m. Deadline for arrival of Open Show Livestock (Livestock Office/Barn 14) except Mini Hereford, Wagya, and Beefmaster
 6:00 p.m. Santa Gertrudis Sale – Barn 14
 7:00 p.m. Dixie National Rodeo – Coliseum
 with performance by Parker McCollum
 9:00 p.m. Dixie National Afterparty – Trade Mart
 featuring The Mustache Band

SATURDAY, FEBRUARY 13TH

- 7:30 a.m. Intercollegiate Beef Judging Contest – Equine Center
 8:00 a.m. Open National Santa Gertrudis Show – Barn 14
 9:00 a.m. – 1:00 p.m. Dixie National Expo and Antique Tractor Show – Trade Mart
 10:00 a.m. Farriers Competition – Front of Trade Mart
 10:30 a.m. Dixie National Parade – Amite Street
 12:00 p.m. Parade Awards Ceremony – Mississippi Farmer's Market
 2:00 p.m. Dixie National Rodeo – Coliseum
 with performance by Moe Bandy
 3:00 p.m. Open Gelbvieh/Balancer Show – Barn 14 (Ring 1)
 Open Braford/F1 Shows - Barn 14 (Ring 2)
 3:00 p.m. Arrival for open swine and barrows
 4:00 p.m. – 6:00 p.m. Process open swine entries and weigh barrows
 Dixie National Expo and Antique Tractor Show – Trade Mart
 4:00 p.m. Simmental/Simbrah Sale – Sales Arena/Barn 12
 7:00 p.m. Dixie National Rodeo – Coliseum
 with performance by Moe Bandy
 7:30 p.m. Release Santa Gertrudis Cattle
 10:00 p.m. Dixie National Afterparty – Trade Mart
 featuring US



SUNDAY, FEBRUARY 14TH

- 7:00 a.m. Open Simmental, Percentage Simmental, Simbrah Show – Barn 14
 7:00 a.m. Open Hereford Show – Coliseum (Ring 1)
 7:30 a.m. Open Brangus Show – Coliseum (Ring 2)
 8:00 a.m. – 10:30 a.m. Dixie National Rodeo
 Free Breakfast – Mississippi Farmers Market
 sponsored by MS Baptist Association
 9:00 a.m. – 2:00 p.m. Dixie National Expo and Antique Tractor Show – Trade Mart
 9:00 a.m. Open Barrow Show – Barn 6/Swine Arena
 15 min after Barrow Show Open Swine Show
 10:15 a.m. Cowboy Church Service – Sales Arena/Barn 12
 3:00 p.m. Dixie National Rodeo – Coliseum
 with performance by John Conlee
 5:00 p.m. Release all breeds of cattle shown on Saturday and Sunday
 5:00 p.m. Deadline for arrival of Mini Hereford, Wagya, and Beefmaster Cattle – Livestock Office/Barn 14



2021 SCHEDULE OF EVENTS

DAILY SHOWS AND TIMES



MONDAY, FEBRUARY 15TH

- 7:00 a.m. Open R.O.V. Angus Show – Coliseum (Ring 1)
- 7:30 a.m. Open Shorthorn/Shorthorn Plus Show – Coliseum (Ring 2)
- 8:00 a.m. Open Brahman Show – Judging Arena/Barn 14
- 3:00 p.m. Open Red Angus Show – Judging Arena/Barn 14 (Ring 1)
Open Charolais Show – Judging Arena/Barn 14 (Ring 2)
- 7:00 p.m. Dixie National Rodeo – Coliseum
with performance by Sawyer Brown



TUESDAY, FEBRUARY 16TH

- 8:00 a.m. Open Mini Hereford Show – Judging Arena/Barn 14 (Ring 1)
Open Wagya Show – Judging Arena/Barn 14 (Ring 2)
- 1:00 p.m. Open Beefmaster Show – Judging Arena/Barn 14
- 7:00 p.m. Dixie National Rodeo – Coliseum
with performance by Gary Allan



WEDNESDAY, FEBRUARY 17TH

- 8:00 a.m. Dixie National Quarter Horse Show – Coliseum/Equine Center
- 8:00 a.m. MQHA Equine Expo – Equine Center
- 7:00 p.m. Dixie National Rodeo – Coliseum
with performance by Riley Green



THURSDAY, FEBRUARY 18TH

- 8:00 a.m. Dixie National Quarter Horse Show – Coliseum/Equine Center
- 8:00 a.m. MQHA Equine Expo – Equine Center

FRIDAY, FEBRUARY 19TH

- 8:00 a.m. Dixie National Quarter Horse Show – Coliseum/Equine Center
- 8:00 a.m. MQHA Equine Expo – Equine Center
- 6:30 p.m. Free Style Reining – Coliseum

SATURDAY, FEBRUARY 20TH

- 8:00 a.m. Dixie National Quarter Horse Show – Coliseum/Equine Center
- 8:00 a.m. MQHA Equine Expo – Equine Center

SUNDAY, FEBRUARY 21ST

- 8:00 a.m. Dixie National Quarter Horse Show – Coliseum/Equine Center
- 8:00 a.m. MQHA Equine Expo – Equine Center

2021 ARTIST LINEUP



Thurs., February 11th
**THE OAK RIDGE
BOYS ELVIRA40**
7 p.m.*



Fri., February 12th
PARKER MCCOLLUM
7 p.m.*



Sat., February 13th
MOE BANDY
2 p.m. & 7 p.m.



Sun., February 14th
JOHN CONLEE
3 p.m.*



Mon., February 15th
SAWYER BROWN
7 p.m.*



Tues., February 16th
GARY ALLAN
7 p.m.*



Wed., February 17th
RILEY GREEN
7 p.m.*

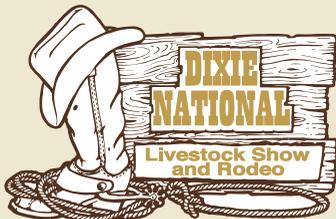
*Concert Immediately following the Rodeo



THANK YOU!

The Mississippi State Fairgrounds and the Mississippi Department of Agriculture and Commerce would like to thank you for joining us for the 56th Dixie National Livestock Show and Rodeo. This premiere event has become a longstanding tradition in our community and across the region. Thank you for supporting the Dixie National.

Michael Lasseter
Acting Director



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